

TEC-Lincoln localism report (KFOR-KFRX-KRKR-KLMS)

LOCAL NEWS COVERAGE

KFOR Radio broadcasts local news on the hour 24 hours of the day. KFOR also broadcasts news on the half hour when not in syndicated programming. KFOR maintains a three-person news-team to cover local and regional stories. Much of the news broadcast is self-generated through enterprise. All programming is suspended to cover breaking local stories or events, as warranted.

During morning drive weekdays, KFOR broadcasts news every ten minutes for a total of 14 minutes of local news every hour. 23 percent of the hour is devoted to local news broadcasts.

During Middays, Monday through Friday, KFOR broadcasts local news every half hour. We spend seven minutes per hour on local news during this daypart. 11 percent of each hour is devoted to local news.

During Afternoon Drive, Monday through Friday, KFOR broadcasts local news every ten minutes for a total of 16 minutes per hour. 26 percent of each hour during this daypart is dedicated to local news.

During evenings and overnights, KFOR broadcasts two minutes of local news for about three percent of the hour.

During a typical week, KFOR has 48 local newscasts each day Monday through Friday, with 29 local newscasts logged each day Saturday and Sunday.

KFOR also features a locally produced editorial, "A KFOR Perspective" with former Vice President and General Manager, Roger Larson. The editorial features commentary on local issues from the perspective of a business leader of nearly 50 years. Two separate editorials are produced each week and each is broadcast three times. Listeners can respond directly to Mr. Larson or to KFOR. You will find copies of Mr. Larson's editorials posted on the KFOR website kfor1240.com

Most local news stories are also included in the "News" tab of the KFOR website, kfor1240.com. Here is an example:

Canadian Law Enforcement have Nebraskan Man in Custody
(Posted 10/17/2004. Written by Jason Lee.)

Canadian authorities have a 39-year-old Nebraska man in custody. Former Lincoln Southwest High School substitute teacher Terry L- Schmutte was found late last month in Canada with a 16-year-old Lincoln girl. He is now being held in British Columbia in connection with his failure to return a car he rented in Lincoln September 16th.

KFRX runs daily morning news casts which cover local issues and national issues with local impact or interest.

These stories are also posted daily on the KFRX website.

95 Rock invests 6 local news reports between 6am and 9am Monday through Friday. 95 Second news update is 60% local stories, 40% National stories. Total 30 newscasts per week.

95 Rock invests 3 sportscasts between 6am and 9am Monday through Friday. A full 50% of our sports is on local or Nebraska stories.

95rocklincoln.com features all news and sports stories in text form on our website available 24-7. Promoted on the air as a source for local news and weather.

KLMS airs local news updates three times each weekday morning and local sports and weather updates throughout the day.

KLMS offers live play-by-play and call-in coverage of local high school football and boys and girls basketball games. This includes regular and post-season. Future plans include other sports such as volleyball, baseball, and track regular and post-season events. In addition, there are features covering the local University.

LOCAL PUBLIC AFFAIRS

KFOR broadcasts a 30-minute program each weekday called "Lincoln Live". This program offers an opportunity for a discussion of issues affecting the Community. It is also used as a forum for local artists and events. Much of this program is recorded in advance to fit the schedules of news-makers and community activists. At least once per week, the show is live, which affords the opportunity for live telephone calls from listeners.

Local public affairs issues are also a part of KFOR's local news coverage and could consist of nearly ten percent of the weekly news total. This is, of course, depending on the issue. Coverage of the Lincoln City Council meeting, the Lincoln Public School Board meeting and the Lancaster County Board of Commissioners meeting is a weekly occurrence with dominant coverage on the news the day of the meeting and for 12 hours following the meeting.

Public affairs is also afforded at least ten minutes per day on KFOR during our Morning Drive radio program. More time is afforded each Friday to cover events during the upcoming weekend.

KFOR also created and continues to sponsor the Lincoln Public Schools Student Vote program. All students in the school system cast ballots every two years in a mock election. This program has become so successful, it is being duplicated on the State level and is lauded by the Vote Nebraska Initiative, created by the Nebraska Legislature in an effort to increase voter turnout.

KFRX runs "Heart and Soul." This two hour long weekly program highlights the local Christian music scene and local Christian issues.

KFRX also has "Dedications." This show is hosted by a child psychology expert. It plays requested music and gives the youth of Lincoln the opportunity to call in or write in with problems that can be answered in a pressure free and social environment and get helpful and knowledgeable answers.

KFRX sets aside 5 minutes daily to run PSAs for local organizations and causes. 95 Rock airs 3 Public Service Announcements for no charge no less than 3 times per day. Schedule during the morning, mid-day and afternoon drive. 95 Rock is proud we don't bury our recorded PSA's only at night or overnight.

95 Rock has a full community events page on 95rocklincoln.com and invites listeners to log on to see events or for community leaders/programs to send us their additions to the list on the site.

95 Rock employees are required to complete monthly community leader interviews. These are in-person question and answer sessions and results are given to news

department and public service director. These are used for local story ideas or possible future public service campaigns on the radio station.

Combat Hunger: This is a yearly one-day food drive for our local food bank. This food drive was conceived and is executed by 95 Rock 4 years ago and continues to increase our donations every year. \$30,000+ in 2003.

95 Rock has scheduled "Rock & Roll Up Your Sleeves" for December '04 for a one day blood drive with the Lancaster County Blood Bank. Live interviews, live broadcast from the event and recorded promos will air to promote the event.

95 Rock's Annual "Rock & Bowl" is a bowling tournament held in February with proceeds going to local charities through Gateway Bowl in Lincoln.

95 Rock regularly schedules live extended on-air interviews with representatives from local charities or non-profit organizations. Examples this year include the National Migratory Bird Day at Pioneers Park, 3 separate Harley group rides for charity. Members of the Nebraska National Guard and Food Bank for Combat Hunger.

KLMS has been actively involved in the promotion of community events such as the Grant Wistrom Golf Tournament, which benefits Camp Co-Ho-Lo, a camp for kids afflicted with pediatric cancer and other blood-related disorders. The Ken Canfield Father Seminar in November is designed to help men become better fathers to their children as well as encouraging healthy family relationships and priorities. KLMS has also helped to promote events for The Friendship Home, which is a home that gives shelter to battered women. In addition, the station has also promoted youth sports in the area. KLMS has also helped promote the Cornhusker State Games, Nebraska's statewide summer sports festival, through interviews, opening ceremony show, as well as being a participant.

KLMS is an active participant with the Lincoln Sports Alliance, which has been created within the Lincoln Chamber of Commerce and the Convention and Visitors Bureau. It is designed to promote awareness within the community about the need to keep and attract sporting events in the Capital City because of the enormous economic impact they bring. We do this by providing Public Service air time and interview time for the organization to promote events and the organization. Additionally, the station is represented on the LSA board membership. Additionally, station personnel has spoken to area journalism classes and civic events about broadcasting and KLMS.

KLMS airs a minimum of 20 minutes per day of Public Service Announcements. The programs include Fire Safety, Traffic Safety, Nebraska Tourism, Lincoln Community Crime Alerts and Prevention, Education, Family Values and Fathering, Drug Prevention, After School Safety, Teammates Mentoring Program, United States Military, Shriners Hospitals, 4-H, Organ Donation, Foster Parenting, Child Support, United Way, Nebraska Game & Parks.

CREATING OR SELECTING PROGRAMMING

KFOR strives to be responsive to community needs and issues. KFOR continues to conduct Community Ascertainment polls each month. At least ten such ascertainment are taken each month and reviewed. These ascertainment are placed in our Manager's File. Each time a Community Leader, State Elected Official, or any other person speaks at a news event or a news conference, our KFOR Field Reporter asks that person or persons to fill out an ascertainment form. Each time a person comes in to record a Lincoln Live program (which is a 30-minute public affairs program weekdays), that person is asked to fill out an ascertainment form. The ascertainment form asks the person interviewed to

describe his or her duties, their position and then seeks input on what that persons believes are problems, needs or interests in the community and in their chosen field. The information from these forms is then used to create a top ten list of community needs or interests we use to generate local news stories. The list is also used when KFOR books guests for its public affairs programming, Lincoln Live and Problems and Solutions.

KFOR pre-empts national network or syndicated programming on a regular basis in favor of local programming. KFOR broadcasts at least two high school sporting events each week during football and basketball season. KFOR broadcast a First-Congressional District candidates' debate from the Nebraska State Fair this year and has offered at least one half hour each day to cover political candidates and issues that will appear on the November 2004 ballot. Coverage began even before the Primary in Nebraska in May of 2004. KFOR also covered a series of Community Forums, where residents were asked to decide how we pay for street construction and improvements. Most of those meetings took place in 2003. KFOR provided several hours of local programming on this issue prior to a special election in October. The issue eventually failed.

Network programming is pre-empted for continuous election coverage. It is a long-standing policy that KFOR provides up to the minute coverage for primary, general and special elections. Coverage includes election results, but also reaction from candidates and newsmakers and analysis from Political Science professors from the University of Nebraska-Lincoln and Nebraska Wesleyan University in Lincoln

95 Rock airs a one-hour all request show Monday through Friday at noon. Show airs local phone-in requests with listeners as well as suggestions from the website. Conversations include happenings and events around town during the conversations between the on-air personality and listeners.

KLMS currently produces and airs four local shows. "The Average Joe Sports Show," airs 5 - 7 p.m. each day, is a roundtable sports talk show that talks about local, regional, and national events of the day. "The Show," airs each morning from 10 - 11 a.m. is a local morning show with a single host talking sports with listeners and guests. "Goin' Deep" is a Christian sports talk show co-hosted by former Nebraska assistant football coach Ron Brown. It airs every Tuesday at 7 p.m. with a variety of guests talking about sports and life from a Christian perspective. "The Friday Night Scoreboard Show" airs Friday nights, 9:30 - 10:30 p.m., and is replayed Saturday mornings at 8 a.m. It is a recap of the night in high school football with scores, highlights, and interviews.

EMERGENCY PROGRAMMING

KFOR provides up-to-the-minute coverage of any weather emergency and has a full staff of on-the-scene reporters, field reporters and observers whenever threatening weather conditions could strike. KFOR interrupts all programming to provide this service. After an emergency, KFOR devotes nearly continuous coverage as the situation merits. In May of 2004, following a devastating tornado in a community 10 miles south of Lincoln, KFOR continued to maintain a presence in the destroyed community and provided news updates until the Federal Emergency Management Agency and State Emergency Management officials left the scene. The coverage was credited with the only way many affected residents in Lancaster County were able to find out where to go for services and aid.

The KFOR news team reports on all major accidents and crime incidents. The Lincoln Police Department maintains a hotline with the KFOR News Department and

informs us within two minutes of any armed robbery. KFOR then broadcasts the information to the public. The broadcast is credited with keeping the public away from a crime scene. KFOR also offers the police department's Crimestoppers Program a four minute interview each Tuesday afternoon to review unsolved crimes and to offer tips on how to avoid becoming a crime victim.

KFOR is equipped with several cellular phones and related equipment, and several Marti units (RPU's). KFOR is able to broadcast from multiple remote locations simultaneously.

KFOR does participate in AMBER Alerts and broadcasts all messages and follow-up messages. KFOR does participate in EAS as a Local Primary Station.

KFRX preempts regularly scheduled programs routinely for local hazardous weather coverage and warnings.

KFRX also preempts regularly scheduled programs for community crime alerts. These are provided by the Lincoln Police Department when recent violent crimes in the community have been committed.

95 Rock & Three Eagles Communications in Lincoln coordinate 24 hour weather forecast emergencies as well as traffic problems and will break into regular programming when appropriate to inform listeners of severe weather or traffic problems.

95 Rock receives and airs weekly and monthly EAS and Amber alerts for Southeast Nebraska. We are a local station.

95 Rock Crime Stoppers Alert: 24 hours a day, systems have been set into place to air important information provided by the Lincoln/Lancaster Police departments. We break into regular programming to alert residents within minutes of a crime in the Lincoln/Lancaster area. We have the potential with our listeners help to apprehend suspects of crime .

KLMS is part of the EAS and AMBER alert systems with our other Three Eagles Communications stations. The station also provides severe storm coverage via simulcast with other TEC stations.

POLITICAL PROGRAMMING

KFOR helped sponsor and broadcast a one-hour First Congressional District candidates' debate from the Nebraska State Fair in September, 2004. No candidate has refused an offer for airtime. All political candidates and those sponsoring political issues (such as a proposed State Constitutional amendment to allow casino gambling) have been offered free airtime this political season. KFOR airs a 30-minute public affairs program each weekday called "Lincoln Live". The program has given 30 minutes time to local County Board candidates, to those pushing gambling initiatives and their opponents, to anti-smoking ordinance advocates and opponents, to those pushing a State Constitutional amendment that would provide funding for the Nebraska State Fair. All of these issues and candidates are regularly featured and covered in KFOR local newscasts as well. Each issue and candidate has been offered at least 60-minutes of free airtime on KFOR during the current political season.

Local political issues and candidates are discussed regularly on our local newscasts. (Daily during political season) Listeners are also